



INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL TO THE
PROSECUTION OF THE SUBJECT APPLICATION

Applicants: E.B. Watson et al. Attorney Docket No. MSFT121736
Application No.: 10/805,870 Group Art Unit:
Filed: March 22, 2004 Examiner: --
Title: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
	U1	6,223,215	B1	04/24/2001	Hunt et al.
	U2	2002/0123988	A1	09/05/2002	Dean et al.
	U3	2002/0133481	A1	09/19/2002	Smith et al.
	U4	6,526,440	B1	02/25/2003	Bharat
	U5	6,529,903	B2	03/04/2003	Smith et al.
	U6	6,615,209	B1	09/02/2003	Gomes et al.
	U7	6,658,423	B1	12/02/2003	Pugh et al.
	U8	6,678,681	B1	01/13/2004	Brin

FOREIGN PATENT DOCUMENTS

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
----------------------	-------------	--------------	--------------	----------------------------------	---------	---------------------------------	-------------------------

NONE

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

OTHER INFORMATION
(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.
_____	O1 Tedeschi, B., "Measuring Online Ad Effectiveness," <i>nytimes.com</i> , November 3, 2003, < ">http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&POSITION=> [Retrieved November 3, 2003].
_____	O2 Walker, L., "Finding More Than You Bargained For," <i>washingtonpost.com</i> , December 19, 2002, < ">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=0F806C198A52...> [Retrieved November 21, 2003].
_____	O3 Walker, L., "Search Engine Listings Up For Bid," <i>SiliconValley.com</i> , March 6, 2002, < ">http://www.siliconvalley.com/mld/siliconvalley/business/technology/personal_technolog...> [Retrieved November 21, 2003].
_____	O4 Walker, L., "We Get What They Pay For," <i>washingtonpost.com</i> , February 28, 2002, < ">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=0F1F861F927C...> [Retrieved November 21, 2003].
_____	O5 Walker, L., "Web Giants Seek Fortune In Search Ads," <i>washingtonpost.com</i> , July 17, 2003, < ">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=0FC5A6F721EA...> [Retrieved November 21, 2003].

Examiner

Date Considered

/Darnell Pouncil/

04/16/2008

*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

DJC:mgp

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100